

I claim:

1. An illuminated animated display, comprising:
 - a housing;
 - a light source within said housing;
 - a platen at least partially clear in front of said light source within said housing;
 - said platen having a projection face opposite said light source, said projection face having a transparency film with interleaved images engaged;
 - a flexible mask having opaque and transparent sections, said flexible mask held in vicinity of said platen over said film;
 - two independently operable motors, one engaged one side of said flexible mask one engaged on an opposite side of said flexible mask, said motors horizontally aligning said transparent sections on said mask over image sections of said film on said platen to allow light from said light source to project said images;
 - said two motors for vertically repositioning said mask to allow changing of projection images; and
 - two light sensors, one engaged to one side of said mask and one engaged to an opposite side of said mask, said light sensors for providing alignment feedback information for automatic control of said two motors.
2. The animated display of Claim 1, wherein:
 - said two independently operable motors controlled by an electronic controller; and
 - said light sensors engaged to provide feedback to said electronic controller.
3. The animated display of Claim 2 wherein:
 - said light sensors are engaged to an outward facing side portions of said mask in vertical alignment with said motors.
4. The animated display of Claim 3, wherein:

said electronic controller programmed to detect and store lower location of said translucent image position by moving said mask up until a clear bar is diminished indicating said light source output diminishes below a defined threshold, and said electronic controller programmed to detect and store upper location of said mask image by moving said mask downwards until a clear bar is diminished indicating said light source output diminishes below a threshold, said controller using said stored image positions to align specific images according to projection programs.

5. An illuminated animated display, comprising:

- a housing;
- a light source within said housing;
- a platen at least partially clear in front of said light source within said housing;
- said platen having a projection face opposite said light source, said projection face having a transparency film with interleaved images engaged;
- a flexible mask having opaque and transparent sections, said flexible mask held in vicinity of said platen over said film;
- two independently operable motors, one engaged one side of said flexible mask one engaged on an opposite side of said flexible mask, said motors horizontally aligning said transparent sections on said mask over image sections of said film on said platen to allow light from said light source to project said images;
- said two motors for vertically repositioning said mask to allow changing of projection images; and
- two light sensors, one engaged to one side of said mask and one engaged an opposite side of said mask, said light sensors for providing alignment feedback information for automatic control of said two independently operable motors, said light sensors having a light transmitting element and said sensors also for measuring light reflected back from opaque portions of said mask.

6. The animated display of Claim 5, wherein:

said two independently operable motors controlled by an electronic controller; and
said light sensors engaged to provide feedback to said electronic controller.

7. The animated display of Claim 6, wherein:

said electronic controller programmed to detect and store lower location of said translucent image position by moving said mask up until a clear bar is diminished indicating said light source output diminishes below a defined threshold, and said electronic controller programmed to detect and store upper location of said mask image by moving said mask downwards until a clear bar is diminished indicating said light source output diminishes below a threshold, said controller using said stored image positions to align specific images according to projection programs.

8. An illuminated animated display, comprising:

a housing;
a light source within said housing;
a lenticular lens in front of said light source with said housing;
said lenticular lens having a projection face opposite said light source,
said lenticular lens having individual lenticule portions for projecting light
in a line;
an image transparency having translucent images in front of said
lenticular lens;
a flexible mask held in vicinity of said lenticular lens over said image
transparency, said mask having opaque and transparent areas; and
a positioner for aligning said transparent areas of said mask over said
translucent images on said image transparency to allow light from said
light source to project said translucent images.

10. The animated display of Claim 9, wherein:

said positioner for aligning said transparent areas of said mask over said
translucent images on said image transparency comprised of two
independently operable motors, one engaged one side of said flexible

mask one engaged on an opposite side of said flexible mask, said motors horizontally aligning said transparent areas of said mask over said translucent images on said transparency to allow light from said light source to project said translucent images;
said two motors for vertically repositioning said mask to allow changing of projection images.